As a consumer I am tired of substantial increases in cable rates which are "justified" by the cable companies because they offer more channels for the money. I would prefer to select the channels I wish to pay for and quit being forced to pay for channels that I don't want to pay for. Yes, the cost per channel would go up, but my overall bill would go down as I would not need all the channels that I am forced to purchase. Even though many consumers may not want this, I believe that consumers should have a choice.